RJ Reynolds
Tobacco Company

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February 5, 1996

To All Retail Representatives

Subject: Vitale Foodtown Display Installation (3192-00-00)

Ladies and Gentlemen,

As Per our new L2E self service pack contract agreement with Vitale Foodtown we will be adding a **Self Service** Full Price Display to the following stores:

TERRITORY #	SIS #	STORE #	TOWN
1226-27	051916	408	Saddle Brook
1226-27	274310	410	Hoboken 614
1226-27	773054	413	Hoboken 609
1226-27	642825	414	Union City 710
1226-27	389934	415	Kearny
1226-27	877097	Liquor	Union City 714
1226-27	399372	444	Washington
1226-27	698997	Liquor	Washington
1226-27	399403	446	River Edge
1226-27	399383 ~~399403~~	447	Dumont
1226-26	082882	448	Midland Pk
1222-25	399375	412	Old Tappan

As Information, all stores should have one Full Price and one Savings display already in place(as seen on the attached planogram). If these displays are not set up please set them

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Source: https://www.industrydocuments.ucsf.edu/docs/qpwy0000

up also. All stores should have a total of three separate displays when complete. (Two Full Price and one Savings display).

All stores have been authorized for a package displays by Vitale Supervisor Rich Plishka. There is an attached letter of authorization from Rich which is to be shown to every store manager upon entering the store. Please make sure you work with the Store Manager when setting up these displays.

If you have any questions please call me 908-225-4774 or Voice Mail me (77275).

Thanking you in advance for your cooperation,

Audrey Evanchik

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